

OREGON BULB FARMS

An Oregon Corporation—Growing Lilies Exclusively

GRESHAM, OREGON



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Jan de Graaff
President

IT'S TIME TO ORDER LILIES

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1963 CROP

Already some of the earlier lilies in our fields are showing signs of ripening. Soon we shall start our harvesting machinery and we shall be in the midst of our digging, grading, packing and shipping season. The crop, at this moment, looks good but it is not a bumper crop, as last year. Since we sold our entire 1962 crop and were short of many of the more popular items, we feel certain that again we shall sell all the lilies we have produced. It's time, then, to place your order. The earlier you do so, the better it will be for all concerned.

The 1963 season has been a cold and wet one. I, for one, experienced that in full measure when I went on my usual winter business trip to Europe. Highlights of that trip were my conference with the members of the Lily Group of the Royal Horticultural Society and the meeting with the Dutch lily growers. Both times I showed our lily movie and both times I had an opportunity to discuss the problems confronting us in the world of lilies. These discussions were continued at the annual meeting of the North American Lily Society and led to the adoption of a serviceable classification for all garden lilies. We plan to use this new classification in our 1964 descriptive catalog now in preparation.

SHOWS

The 1963 show season started with the annual International Flower Shows in New York, where our lilies won a Gold Medal and the Silver Trophy; Boston, Massachusetts, where they won two First Awards and a certificate of Cultural Perfection; Washington D.C., and Chicago. These shows were followed in April by the great International Garden Show in Hamburg, Germany. Here our exhibit won the First Prize (Prix d'Honneur) and our variety Enchantment won both the Gold and Silver Medals. We also exhibited some of our new varieties at the special Lily Day of the Royal Horticultural Society in London and were awarded Preliminary Commendations — the first step toward an Award of Merit — for Masterpiece, Tarantella, Sonata and *L. pitkinense*.

Following these shows we exhibited at the Dutch Lily Day in Akersloot and won First Prize for the most beautiful arrangement, as well as First, Second and Third Highest Awards with Limelight, Imperial Crimson and Copper King. At the American International and Regional Shows we gained an Award of Merit for New Era as well as four important Special Awards, such as the David Griffiths, the Simoni and Horsford Cups. Finally, on July 18th, in Hamburg, Germany we won the large Gold Medal for our exhibit of cut lilies, as well as the Gold Medal for our exhibit of lilies planted in the exhibition grounds. Considering the extremely severe winter, it is quite significant that our bulbs, shipped from Oregon in the fall of 1962, made such a fine showing.

PUBLICITY

Even more important for the future of the lily is the space devoted to it by publications in recent years. Both in this country and abroad, the garden magazines and the less specialized "shelter magazines" have paid a great deal of attention to our lilies. The August issue of *House Beautiful*, with the excellent article by Oscar K. Moore and the fine color plates, is an outstanding example of lily publicity at its best.

Again this summer we have devoted much time and energy to a complete photographic coverage of all that is good and new in hybrid lilies. We have made some fine new garden pictures as well — both in color and black and white. All this material is available to you for publicity, promotion and catalog purposes.

During the month of June I made another trip, attending the convention of the German Lily Society and meeting with the leading lily growers, amateur and professional, in Germany, Denmark, Holland, and France. It was particularly pleasing to see our lilies displayed in so many flower shops in those countries. Especially in Paris the leading florists had good display windows filled with the newest and best varieties. They reported a good demand for these lilies.

In Germany, in Denmark, and later again in France, I showed the lily film and gave a short commentary on our activities here. In all those countries and, in fact, all over Europe, there is evidence of a growing interest in lilies — both among the cut flower growers and the amateur gardeners.

PROTECTION

There is also a movement afoot to give the hybridizer and dealers a greater measure of protection. This is something that is long overdue. At the present time any foreign grower can raise seed on any of our strains of lilies and sell the resulting seedlings as belonging to that strain. Actually, our lilies are raised through controlled crosses between parents of known genetic potential. No seed taken at random from hybrid strains will ever produce an identical strain, nor are the chances good that such haphazardly raised lilies will be of acceptable quality.

Raising uniform strains of hybrid lilies is an exact science. We have devoted more than twenty years to the development of such strains. In each successive year we raise the standards of selection. When now, especially from Holland, offers are being made of Olympic Hybrids, Royal Gold, Golden Clarion and other strains, then we know that the quality of such lilies will be most disappointing to the buyers. Such lilies are not comparable to the hybrids offered by us. They cannot give good results.

THE COMPLETE BOOK OF LILIES

Here is the book you and your customers have been waiting for. It tells you how to succeed with lilies and enjoy their unique beauty in the garden and home. The **COMPLETE BOOK OF LILIES** gives you the detailed story of their development. It gives you authoritative information on species and hybrids, on lily pests and diseases and many practical hints.

THE COMPLETE BOOK OF LILIES
by F. F. Rockwell, Esther Grayson
and Jan de Graaff

sells, at retail, for \$5.95 postpaid. We supply it, again postpaid to you or mailed direct to your customer, for \$4.00 at wholesale.

OUR EXPERIMENTS IN LILY FORCING 1963

NO. 1

CINNABAR 6-7"

The bulbs were potted on 5th December, 1962, and placed outside in the rooting border, all the pots being covered with 2" of peat moss. All the bulbs were potted in the same potting soil, using pots of uniform size.

The bulbs were all brought into No. 1 Greenhouse on 7th January, 1963.

The night temperature was 40° F. rising to 60-65° F. during most days. In severe weather, however, the temperature dropped below these levels, being as low as 35° F. on occasions.

During the first two weeks in February very mild weather was experienced, the temperature rising as high as 80° F. with full ventilation. Lower temperatures occurred later in February, and it became milder again during the first week in March.

NOTES

Thirty plants remained in No. 1 Greenhouse under the described conditions. All plants had emerged 12 days after being brought in. They reached an average height of 2" after 24 days. Root development was excellent, and they showed good development throughout. The bud initials were well formed after 35 days. The first plants began to flower on 22nd March, 1963, 74 days from being brought in. The average bud count was 7, and the quality first class. With even temperatures maintained at 55° night, Cinnabar could be brought into flower in 60 to 65 days. The shading kept the plants free from scorch.

The pots were made of plastic, aluminium, steel and clay and all gave equally good results. Sizes used were 5½" x 5½" square and 5½" deep for plastic. Also we used cylindrical plastic pots 6" diameter and 7" deep and the usual 5" and 6" clay pots.

NO. 2

EXPERIMENT FOR MOTHER'S DAY FLOWERING

The bulbs were potted on 26th February, 1963, and taken directly into No. 2 Greenhouse, no rooting period being given.

The following varieties and sizes were used:

Cinnabar	4-5"	3 per pot
Enchantment	4-5"	3 per pot
Joan Evans	4-5"	3 per pot

The soil and growing conditions were identical. The temperatures were as high as 85° F. in late March and early April. Plenty ventilation was given and watering carried out with care. The plants were examined 4 weeks after potting for root development. And all were satisfactory.

NOTES ON EACH VARIETY

CINNABAR 4-5" — The root development was good and growth very satisfactory. The bud count was 3 per stem average, and plants were uniform in height. Cinnabar started flowering on 4th May, 1963, 66 days after being potted. There seems no requirement for a rooting period here.

ENCHANTMENT 4-5" — Root development was excellent and the plant growth exemplary throughout. The stems were wonderfully uniform and each stem carried an average of 9 buds. Enchantment started flowering on 2nd May, 1963, 64 days after potting. This is an excellent size bulb for forcing, the larger bulbs seem to carry too many flowers.

JOAN EVANS 4-5" — Root development was excellent. This lily showed excellent growth and some pots had as many as 6 stems from the 3 bulbs. One pot carried 6 stems and each had 3 to 8 flowers per stem. Joan Evans flowered on 6th May, 1963, 68 days after potting.

LILY COLOR FOLDER 1963

	Minimum Recommended Size	Minimum Suggested Retail Price		
		1	3	12
<u>L. auratum</u> var. <u>platyphyllum</u>	6-7"	\$1.35	\$3.75	\$13.50
Aurelian Hybrids	6-7"	.90	2.55	9.00
Bellingham Hybrids	5-7"	.80	2.25	8.00
Black Magic Strain	6-7"	.90	2.55	9.00
Bronzino Strain	5-6"	1.20	3.30	12.00
Burgundy Strain	5-6"	1.20	3.30	12.00
Cinnabar	5-6"	1.10	3.00	11.00
Croesus	5-6"	.80	2.25	8.00
Destiny	5-6"	.80	2.25	8.00
Enchantment	5-6"	.80	2.25	8.00
Golden Chalice Strain	5-6"	.80	2.25	8.00
Golden Sunburst Strain	6-7"	1.35	3.75	13.50
Golden Wedding Strain	5-6"	1.20	3.30	12.00
Green Magic Strain	6-7"	.90	2.55	9.00
Harlequin Hybrids	5-6"	1.10	3.00	11.00
Imperial Crimson Strain	6-7"	2.00	5.70	20.00
Imperial Gold Strain	6-7"	2.20	6.15	22.00
Imperial Silver Strain	6-7"	2.00	5.70	20.00
<u>L. martagon</u> var. <u>album</u>	5-6"	1.50	4.20	15.00
Mid-Century Hybrids	5-6"	.80	2.25	8.00
<u>L. monadelphum</u>	4-5"	2.00	5.70	20.00
Moonlight Strain	6-7"	1.10	3.00	11.00
Olympic Hybrids	6-7"	.80	2.25	8.00
Paisley Strain	5-6"	1.35	3.75	13.50
Pink Glory Strain	6-7"	4.00	11.55	40.00
Pink Perfection Strain	6-7"	1.00	2.85	10.00
Prosperity	5-6"	.80	2.25	8.00
Rainbow Hybrids	5-6"	.80	2.25	8.00
<u>L. regale</u> - Royal Gold	6-7"	1.10	3.00	11.00
Sentinel Strain	6-7"	1.10	3.00	11.00
<u>L. speciosum</u> Red Champion Strain . .	6-7"	1.10	3.00	11.00

For the convenience of our customers we submit these suggested minimum retail prices. They are, of course, not binding on anyone and every dealer should feel free to set his own price schedule. It should be remembered also that we show here the minimum recommended size (flowering size) and not the larger exhibition size. For larger bulbs and for special services a higher price can and should be asked.

We offer our 1963 color folders at \$50.00 per 1,000 for the large size
\$30.00 per 1,000 for the medium size
and at \$20.00 per 1,000 for the miniatures

These prices are f.o.b. our printers in Portland, Oregon, and subject to prior sale. Net, not subject to any discount. Overprinting extra.

Cultural Instructions for Lilies

Soils and Location: Lilies must have perfect drainage such as a gentle slope can provide. Air drainage too is important, for a good breeze can keep many garden pests and diseases away. If your site is level and the soil heavy, then prepare raised beds for the bulbs. Take care not to damage the roots in planting.

Sun or Shade: Lilies need sunlight, at least until 2 P.M. Filtered sunlight or semi-shade may bring out the more delicate colors, but they tend to make weak stems and soft flowers. Do not plant near house walls, walks or drives that reflect sunlight or heat.

Depth of Planting: *L. candidum*, should be planted with not more than one inch of settled soil over the top of the bulbs. All others need not more than four inches of soil over them.

Mulch and Groundcover: Lilies are gross feeders and root deeply. They need a porous, well-aerated soil, rich in humus and well-balanced plant food. They like a good mulch of well-rotted cow manure, rich compost or decaying leafmold, and this can be applied several times during the growing season. The mulch keeps the soil cool, discourages weed growth and eliminates the need for surface cultivation which might hurt the stem roots. Shallow-rooted ground cover keeps the ground shaded and is beneficial. Do not expect your lilies to compete with strong-growing perennials or shrubs.

Cutting Flowers: Like all plants, lilies need their stems and foliage to build for next year's growth. Cutting the flowers only, preventing them from setting seed, is beneficial. Cutting the foliage is harmful in direct proportion to the amount taken. Cutting stems with foliage year after year will definitely kill the plant.

Fertilizers: Natural fertilizers are ideal. A handful of balanced fertilizer scattered over every few feet, a pound of wood ashes per every twenty square feet, and such applications repeated two or three times during the growing season, will help to keep the lilies strong

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and healthy. If your soil and water are alkaline, then two or three times during the growing season scatter a pinch or two of agricultural sulphur over the soil and water it in. Peat moss, being slightly acid, is good for lilies. It provides an ideal medium for the stem roots, when used as a mulch.

On Arrival: Lily bulbs are never completely dormant. They must be received as soon as possible after digging, hence orders should be placed with your **dealer** as early as possible. If slightly limp after their long trip, place them in wet peat moss for a few days. They will soon freshen up and should then be planted immediately. Never plant new bulbs where other lilies have failed to grow and never plant in heavy, soggy soil. They cannot be treated like tulip or daffodil bulbs which can be dried out and go completely dormant. **Drainage is paramount.**

Pot Culture: The soil mixture must be loose and porous. Two parts sandy loam, one of leafmold and one of sand is good. An inch of gravel should be placed in the bottom for drainage. Fill the pot half full of soil mix, add a handful of sand, set the bulb on the sand, then surround with more sand. The pot is then filled with soil mix, watered, labeled, staked and placed in a cool place until spring.

Spraying: Control aphids and fungus diseases with the same sprays used for roses.

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by F. F. Rockwell, Esther Grayson
and Jan de Graaff

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Paisley Hybrid ⇨



L. auratum var. *platyphyllum* ⇨



Royal Gold Hybrid ⇨



Golden Sunburst Hybrid ⇨



L. monadelphum ⇨



Imperial Crimson Hybrid ⇨



Imperial Gold Hybrid ⇨



Bellingham Hybrids ⇨



Olympic Hybrid ⇨



Fiesta Hybrid Golden Wedding Strain ⇨



Fiesta Hybrid Bronzino Strain ⇨



Fiesta Hybrid Burgundy Strain ⇨



"Harlequin Hybrids". . . . originated by *Jan de Graaff*

Herman V. Wall color photograph

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PRICES VALID ONLY FOR 1962 CROP

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